Navy Localized Messages
NRD Raleigh

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All good things take GREAT people

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Raleigh

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in North Carolina, with nearly 65,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire state – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence.*)
- The Navy forges true leaders such as Electrician's Mate First Class Matt Drain who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also serves as a local hero at home. In February of this year, EM1 Drain was attending a Super Bowl party when John Scali, the party's host, exhibited signs of cardiac arrest. Drain used his Navy training and took charge of the situation, giving Scali mouth-to-mouth resuscitation, ultimately saving his life. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project.)*
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Raleigh, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer.*)

*PLEASE CHECK WITH NRD PAO FOR LATEST PERSONNEL NUMBERS

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition assistance and recruiting from top universities such as University of North Carolina – Chapel Hill, Duke University and Clemson University to join the military ranks. *(This is an example focusing on medical and calling out a few universities in NRD Raleigh – tailor this message to the schools you recruit from and give examples of the tuition assistance available.)*
- Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. *(This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide.)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy SEAL, Physician or Dentist, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings.)*

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in North Carolina, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the specific region or area.)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace. And in Raleigh this weekend, our Sailors' mission was to help eliminate poverty housing and bring a smile to a local family by participating in a Habitat for Humanity renovation project. . *(This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district.)*
- The community of Raleigh, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of North Carolina or the people of South Carolina, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in North Carolina, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the specific region or area.)*
- Thank you to our Navy families in South Carolina. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family. (*When tailoring this message, include the specific region or area.)*

North Carolina Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **12** of the Fortune 500 ranked companies are based in cities in North Carolina, with Bank of America Corp. and Lowe's ranked in the top 100 (ranked in revenues):
  - Bank of America Corp., Lowe's, Nucor, Duke Energy, BB&T Corp., VF, Family Dollar Stores, Sonic Automotive, Reynolds American, Pantry, Laboratory Corp. of America, SPX
- The Navy has a visible presence in North Carolina, with nearly 65,000 Navy personnel employed including active duty and civilian personnel.
- The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including North Carolina's export shipments of merchandise which in 2012 totaled $28.8 billion.
- North Carolina received $945,564 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - Through statewide export assistance, North Carolina International Trade Division (NCITD) plans to significantly increase the number of small business concerns exporting, increase the total sales of exports from North Carolina small business concerns by $40 million dollars, and expand the number of markets to which North Carolina small business concerns currently export.
  - Through Passport Service Awards (PSA), global passport initiatives, and special target markets, the NCITD is keenly focused on engaging small businesses that are in select special segments, from textiles to life sciences, clean technologies, and food products.

North Carolina Data Points

- A total of 10,802 companies exported goods from North Carolina locations in 2011. Of those, 9,486 (87.8 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated one-quarter (24.6 percent) of North Carolina's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing account for an estimated 5.6 percent of North Carolina's total private-sector employment. Over one-fifth (20.6 percent) of all manufacturing workers in North Carolina depend on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - Hensel Phelps Construction Company - $184,132
  - Research Triangle Institute - $94,188
  - Burlington Industries, LLC - $92,025
  - General Dynamics Corporation - $90,143
  - The Walsh Group Ltd. - $89,586
  - Bell Boeing Joint Project Office - $80,897
  - Sodexho Alliance - $79,001
  - Woodside Group Inc. - $72,706
  - Blackwater Lodge and Training - $70,093
  - Kidde PLC - $62,396

North Carolina Data Points

- The state's largest market was Canada. North Carolina posted merchandise exports of $7 billion to Canada in 2012, 24.3 percent of the state’s total merchandise exports. Canada was followed by China ($2.5 billion), Mexico ($2.3 billion), Japan ($1.8 billion), and Germany ($1 billion).
- The state's largest merchandise export category is chemicals, which accounted for $5.3 billion of North Carolina's total merchandise exports in 2012. Other top merchandise exports are machinery ($4.4 billion), transportation equipment ($3.1 billion), computer & electronic products ($2.7 billion), and textiles ($1.8 billion).
- In 2012, the following metropolitan areas in North Carolina recorded merchandise exports: Charlotte-Gastonia-Rock Hill ($6.3 billion, portions of this MSA are shared with one or more other states), Greensboro-High Point ($4.3 billion),Durham-Chapel Hill ($2.7 billion), Raleigh-Cary ($2.3 billion), Hickory-Lenoir-Morganton ($1.7 billion), Winston-Salem ($1.1 billion), Rocky Mount ($1.1 billion), Asheville ($975 million), Wilmington ($923 million), and Greenville ($771 million).

North Carolina Data Points

- Top Medical Schools
  - Duke University* (#9, U.S. News Best Medical Schools: Research, #57, U.S. News Best Medical Schools: Primary Care, Durham, North Carolina)
  - University of North Carolina – Chapel Hill* (#21, U.S. News Best Medical Schools: Research, #2 U.S. News Best Medical Schools: Primary Care)
  - Wake Forest University (#19, U.S. News Best Medical Schools: Primary Care, Winston-Salem, North Carolina)
  - East Carolina University (#31, U.S. News Best Medical Schools: Primary Care, Greenville, North Carolina)
- Top Engineering Schools
  - Duke University* (#28, U.S. News Best Engineering Grad Schools, Durham, North Carolina)
  - North Carolina State University* (#31, U.S. News Best Engineering Grad Schools, Raleigh, North Carolina)
  - University of North Carolina – Chapel Hill* (#82, U.S. News Best Engineering Grad Schools)
  - North Carolina A&T State University (#144, U.S. News Best Engineering Grad Schools, Greensboro, North Carolina)
  - University of North Carolina – Charlotte
- Top Chaplain Schools
  - Duke University* – (Durham, North Carolina)
  - Montreat College – (Montreat, North Carolina)
  - New Life Theological Seminary – (Charlotte, North Carolina)
  - Mid-Atlantic Christian University – (Elizabeth City, North Carolina)
  - Apex School of Theology – (Durham, North Carolina)

*Indicates university with NROTC program

North Carolina Data Points

- Five ships have borne the name USS *North Carolina*:
  - The first USS *North Carolina* joined the United States fleet in 1820.
  - The second USS *North Carolina* (ACR–12) was laid down 21 March 1905 in Newport News, Va., launched 6 October 1906 and sponsored by Miss Rebekah Glenn, daughter of the Governor of North Carolina. The ship was commissioned on 7 May 1908. Following shakedown along the eastern seaboard and in the Caribbean, *North Carolina* carried President-elect William Howard Taft on an inspection tour to the Panama Canal in January and February 1909. Between 23 April and 3 August, the new battleship cruised the Mediterranean, sailing with *Montana* to protect Americans threatened by conflict in the Turkish Empire. In the years before World War I, she trained and maneuvered in the western Atlantic and Caribbean and participated in ceremonial and diplomatic activities. Highlights included attending centennial celebrations of the independence of Argentina (May–June 1910) and Venezuela (June–July 1911); carrying the Secretary of War for an inspection tour of Puerto Rico, Santo Domingo, Cuba, and the Panama Canal (July–August 1911); and bringing home from Cuba bodies of the crew of Maine for their final interment in Arlington National Cemetery. As war began in Europe, North Carolina departed Boston 7 August 1915 to protect Americans in the Near East. She returned to Boston 18 June 1915 for overhaul. Reaching Pensacola, Fla., 9 September 1915, North Carolina contributed to the development of naval aviation through service as a station ship. On 5 November 1915, she became the first ship **ever to launch an aircraft by catapult** while under way. This experimental work led to the use of catapults on battleships and cruisers through World War II, and to the steam catapults on present-day aircraft carriers. When the United States entered World War I, *North Carolina* sailed north to escort troop transports plying between Norfolk and New York. Renamed *Charlotte* on 7 June 1920 so that her original name might be assigned to a new battleship, she decommissioned at Puget Sound Navy Yard, Bremerton, Wash., 18 February 1921. Her name was struck from the Navy List 15 July 1930, and she was sold for scrapping 29 September 1930.

North Carolina Data Points

- Continued…:
  - The third USS *North Carolina* (BB-52), was a 43,200-ton *South Dakota* class battleship, laid at the Norfolk Navy Yard in Portsmouth, Virginia. The ship was suspended in February 1922, under the terms of the Washington Naval Limitations Treaty, and construction was later cancelled. *North Carolina* was stricken from the Navy List and sold in October-November 1923. She was subsequently broken up on the shipbuilding ways.
  - The fourth USS *North Carolina* (BB-55), 1941-1961 was lead ship of a class of 35,000-ton battleships, and was built at the New York Navy Yard. When commissioned in April 1941, she was the first new battleship to join the fleet in nearly two decades. Following over a year of prolonged shakedown and training cruises in the Atlantic area, *North Carolina* went to the Pacific in June 1942. She took part in the Guadalcanal campaign during the rest of that year and some of 1943, covering the initial landings there and participating in the Battle of the Eastern Solomons in August 1942. She was damaged by a Japanese submarine torpedo on 15 September, in an attack that also fatally damaged USS *Wasp* (CV-7), but returned to the Solomons' combat zone after a few months' repairs. In November 1943, *North Carolina* assisted in capturing enemy positions in the Gilbert Islands. This began a pattern of operations for her that lasted for the rest of World War II. In 1944 she was involved in the Marshalls operation in January-February, attacks on Central Pacific targets through the late winter and spring, the Marianas invasion and Battle of Philippine Sea in June, and Western Pacific carrier strikes in November and December. *North Carolina* continued her Western Pacific activities in 1945, participating in the invasions of Iwo Jima in February and Okinawa in March and April. *North Carolina* returned to the United States in October 1945 and operated in the Atlantic until she was inactivated in 1946. Decommissioned in June 1947, she was part of the "mothball" fleet until stricken from the Navy List in June 1960. The following year, *North Carolina* was transferred to the State of North Carolina to become a memorial and museum at Wilmington, where she remains to this day.

North Carolina Data Points

- Continued…:
  - The fifth USS *North Carolina* (SSN 777) was built by General Dynamics Electric Boat Division in Groton, Conn., and Newport News Shipbuilding in Newport News, Va., and joined the fleet in December 2006. As the Navy's next-generation attack submarine, the *Virginia* class provides the U.S. Navy with the capabilities it requires to maintain the nation's undersea supremacy well into the 21st century. *North Carolina's* keel was laid 22 May, 2004. The first major milestone for *North Carolina* was the keel authentication ceremony held at the shipyard on 22 May, 2004. The submarine's sponsor, Mrs. Linda Bowman, wife of Admiral Frank "Skip" Bowman USN (Ret), the former Director, Naval Reactors, inscribed her initials on a section of the pressure hull that were, subsequently, duplicated in weld by a shipyard worker, who, uniquely, resides in North Carolina. On 5 May, 2007, the submarine was lowered into the water for the first time and moved to complete her construction. On 12 December, 2007, she got underway for her first builder’s sea trials. The successful trials led to her second builder’s trials just before Christmas. Following the third and final round of builder's sea trials in February, Northrop Grumman delivered the submarine to the Navy on 21 February, 2008.

North Carolina Data Points

- North Carolina is proud to be home to 19 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Seaman William J. Franks received a Medal of Honor for extraordinary heroism in action while serving on board the USS *Marmora* off Yazoo City, Mississippi, 5 March 1864. Embarking from the *Marmora*, Seaman Franks landed with the gun and crew in the midst of heated battle and, bravely stood by his gun despite enemy rifle fire.
  - Lieutenant Adolphus C. Staton received a Medal of Honor for distinguished conduct in battle during the engagement of Vera Cruz, Mexico, 22 April 1914. Lieutenant Staton was in command of his battalion and exhibited courage and skill in leading his men through final occupation of the city.
  - Lieutenant [then Lieutenant, Junior Grade] Rufus Geddie Herring received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty as Commanding Officer of Landing Craft Infantry Gunboat 449, operating as a unit of LCI (G) Group EIGHT, during the pre-invasion attack on Iwo Jima, Ryukyu Islands, on 17 February 1945. Lieutenant Herring directed gunfire against hostile beaches until struck down by the enemy's counter-fire which blasted the heavy guns and whipped her decks into sheets of flame. Regaining consciousness despite profuse bleeding, he was again critically wounded when a Japanese mortar crashed the conning station, instantly killing or fatally wounding most of the officers and leaving the ship without navigational control. Upon recovering the second time, Lieutenant Herring took over the helm, established communication with the engine room, and carried on valiantly until relief could be obtained. When no longer able to stand, he propped himself against empty shell cases and rallied his men to the aid of the wounded; he maintained position in the firing line with his 20-mm. guns in action in the face of sustained enemy fire, and conned his crippled ship to safety.

South Carolina Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **One** of the Fortune 500 ranked companies are based in cities in South Carolina:
  - Domtar
- The Navy has a large presence in South Carolina with nearly 18,000 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including South Carolina's export shipments of merchandise which in 2012 totaled $25.1 billion.
- South Carolina received $279,128 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - South Carolina will reach out to eligible small businesses that have an interest in increasing their exports through leveraging the Department of Commerce's access and services and participation in two trade missions..
  - In addition, the STEP program will allow the state to knit together federal, state and local resources that are focused on the goals of this program. Funds will support the US Commercial Services Gold Key program, travel to overseas markets, participation in seminars and educational events; translation of website and marketing materials; and customized market research.

South Carolina Data Points

- A total of 5,847 companies exported goods from South Carolina locations in 2011. Of those, 4,970 (85 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-seventh (14.9 percent) of South Carolina's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 8.9 percent of South Carolina's total private-sector employment. Nearly one-third (29.9 percent) of all manufacturing workers in South Carolina depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Lockheed Martin - $948,276
  - Force Protection, Inc. - $618,643
  - Eagan, McAllister Associates - $376,412
  - Fluor Corporation - $242,471
  - Scientific Research Corporation - $172,417
  - BAE Systems PLC - $163,268
  - HER-FIC EN Liquidation - $130,822
  - Stanley Associates, Inc. - $130,137
  - Companie Generale Des Etabliss - $113,133
  - Science Applications International - $105,368

South Carolina Data Points

- The state's largest export market was Canada. South Carolina posted merchandise exports of $4 billion to Canada in 2012, 15.8 percent of the state’s total merchandise exports. Canada was followed by Germany ($3.7 billion), China ($3.2 billion), Mexico ($2 billion), and the United Kingdom ($1.4 billion).
- The state's largest merchandise export category was transportation equipment, which accounted for $8.5 billion of South Carolina's total merchandise exports in 2012. Other top merchandise exports were machinery ($3.4 billion), chemicals ($2.9 billion), plastic & rubber products ($2.6 billion), and computers & electronic products ($1.7 billion).
- In 2012, the following metropolitan areas in South Carolina recorded merchandise exports: Greenville-Mauldin-Easley ($12.3 billion), Charleston-North Charleston-Summerville ($2.4 billion), Spartanburg ($2.1 billion), Columbia ($1.5 billion), Florence ($702 million), Anderson ($471 million), Myrtle Beach-North Myrtle Beach-Conway ($274 million) and Sumter ($156 million)..

South Carolina Data Points

- Top Medical Schools
  - Medical University of South Carolina* (#57, U.S. News Best Medical Schools: Research, #49, U.S. News Best Medical Schools: Primary Care, Charleston, South Carolina)
  - University of South Carolina* (#86, U.S. News Best Medical Schools: Research, #57, U.S. News Best Medical Schools: Primary Care, Columbia, South Carolina)
- Top Engineering Schools
  - Clemson University (#77, U.S. News Best Engineering Grad Schools, Clemson, South Carolina)
  - University of South Carolina* (#93, U.S. News Best Engineering Grad Schools, Columbia, South Carolina)
- Top Chaplain Schools
  - Erskine College and Seminary – (Due West, South Carolina)
  - Bob Jones University – (Greenville, South Carolina)
  - Columbia International University – (Columbia, South Carolina)
  - Morris College – (Sumter, South Carolina)

*Indicates university with NROTC program

South Carolina Data Points

- Five ships have borne the name USS *South Carolina*:
  - The first USS *South Carolina* was a schooner built for the Revenue Cutter Service in 1797 and remained in service until 1803.
  - The second USS *South Carolina* operated as a coastal patrol vessel for the War Department and was sold in 1802.
  - The third USS *South Carolina*, a 1165-ton iron screw steamship built at Boston, Massachusetts in 1860, was purchased by the Navy in 1861 for Civil War service. While serving along the Texas coast during the next few months, she captured or destroyed more than a dozen would-be blockade runners. In 1865, *South Carolina* began conversion to a store ship, and was sold as a barge later that year.
  - The fourth USS *South Carolina* (BB-26), a lead ship of a class of two 16,000-ton battleships, was built at Philadelphia, Pennsylvania. She spent most of her career operating off the U.S. east coast and in the Caribbean area. She was stricken from the Navy list in 1923 and scrapped in accordance with the Washington naval limitations treaty.
  - The fifth USS *South Carolina* (CGN 37) was the second ship in the *California*-class of nuclear powered guided missile cruisers. Commissioned in 1975, she served in over eleven deployments in combat operations and refugee rescues until 1998, where she was deactivated at Navy Station Norfolk.

South Carolina Data Points

- South Carolina is proud to be home to 29 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Ensign Daniel Augustus Joseph Sullivan (Reserve Force) received a Medal of Honor for extraordinary heroism as an officer of the USS *Cristabel* in conflict with an enemy submarine on 21 May 1918. As a result of the explosion of a depth bomb dropped near the submarine, the *Cristabel* was so badly shaken that a number of depth charges which had been set for firing were thrown about the deck and there was danger that they would explode. Ensign Sullivan immediately fell on the depth charges and succeeded in securing them, thus saving the ship from disaster, which would inevitably have caused great loss of life.
  - Boatswain's Mate First Class James Elliott Williams received a Medal of Honor for risking his life above and beyond the call of duty in action on the Mekong River, Republic of Vietnam, 31 October 1966. Petty Officer First Class Williams was serving as Boat Captain and Patrol Officer aboard River Patrol Boat (PBR) 105, River Section 531, My Tho Detachment, accompanied by another patrol boat when the patrol was suddenly taken under fire by two enemy sampans. Petty Officer First Class Williams immediately ordered the fire returned, killing the crew of one enemy boat and causing the other sampan to take refuge in a nearby river inlet. Pursuing the fleeing sampan, the U.S. patrol encountered a heavy volume of small-arms fire from enemy forces, at close range, occupying well-concealed positions along the river bank. Maneuvering through this fire, the patrol confronted a numerically superior enemy force. In the battle that ensued, Petty Officer First Class Williams, exposed himself to enemy fire to direct counter-fire. Recognizing the strength of the enemy force, Petty Officer First Class Williams deployed his patrol to await the arrival of armed helicopters. In the course of his movement he discovered an even larger concentration of enemy boats. Not waiting for the arrival of the armed helicopters, he displayed great initiative and led the patrol through the intense enemy fire and damaged or destroyed 50 enemy sampans and seven junks. Under the leadership of Petty Officer First Class Williams, who demonstrated professional skill and courage throughout the three hour battle, the patrol accounted for the destruction or loss of 65 enemy boats and inflicted numerous casualties on the enemy personnel.

South Carolina Data Points

- Continued…:
  - Engineman First Class Michael Edwin Thornton received a Medal of Honor for conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty while participating in a daring operation against enemy forces in the Republic of Vietnam, 31 October 1972. Petty Officer Thornton, as Assistant U.S. Navy Advisor, along with a Lt. Thomas Norris serving as Senior Advisor, accompanied a three-man Vietnamese Navy SEAL patrol on an intelligence gathering and prisoner capture operation against an enemy-occupied naval river base. Launched from a Vietnamese Navy junk in a rubber boat, the patrol reached land and was continuing on foot toward its objective when it suddenly came under heavy fire from a numerically superior force. The patrol called in naval gunfire support and then engaged the enemy in a fierce firefight, accounting for many enemy casualties before moving back to the waterline to prevent encirclement. Upon learning that Lt. Norris had been hit by enemy fire and was believed to be dead, Petty Officer Thornton returned through a hail of fire to the lieutenant's last position; quickly disposed of two enemy soldiers about to overrun the position, and succeeded in removing the seriously wounded and unconscious Senior Naval Advisor to the water's edge. He then inflated the lieutenant's lifejacket and towed him seaward for approximately two hours until picked up by support craft. By his extraordinary courage and perseverance, Petty Officer Thornton was directly responsible for saving the life of his superior officer and enabling the safe extraction of all patrol members. This was the last Medal of Honor action of the Vietnam War. Six months earlier, Norris had been nominated for the Medal of Honor for his own heroic actions to save pilots of two downed aircraft. This is only the second time in history that a Medal of Honor was awarded for saving the life of a Medal of Honor recipient.

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